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USE OF SOCIAL MEDIA TO PROMOTE NATIONAL CULTURE WORLDWIDE

Abstract

This is the world of social media. This is connected outside the borders of international territories socially. It is social media that has made possible world to be a global village. This is the platform where we can know about happenings all around the world without spending any money or even without going out of our bedrooms. We can understand the language, way of life, professional and educational activities, interests and eating habits, sports and entertainment of other countries.

We can say that social media is best tool to understand the culture of other countries living within your own country. It is a way to know and understand the untold facts of some countries. Social media can also be used to promote national culture across the world. Especially the countries which have a negative image due to some national and international issues can change the misconceptions about their countries. They can promote their culture using different social networks. Untold bright aspects of their countries can be highlighted through Facebook, twitter, VK, You tube, Google etc. This article would enlighten the importance of social media to promote some country's culture internationally. It would include in depth international students' interviews from different universities of Russia. This research would elaborate how international students use different social networks. This article will attempt to investigate the impact of social networks by promoting the cultural colors of a country. Based on the findings of the analysis, directions for the new research would also be discussed in this article.

Key words; National Culture, Social Media, Social Networks, National Culture Promotion

Living in the age of social networking has made it easier to be well informed about other countries. Due to the miracles of fast growing social media cultural and social distances have been contracted. As Chen Zhang [4] described, "The compression of time and space, due to the convergence of new media and globalization, has shrunk the world into a smaller interactive field".

Social media is a platform where people from their countries upload the material relevant to their culture which includes music, dance, poetry, local food recipes, national games and sports, local events, religious and national events and their celebrations and many other different activities that only exist in specific countries. People have easy access to use social media sites, so they get this cultural information without any hurdle from anywhere in the world. This article analyzes the fact that social media play a key role to promote national culture of different countries around the world. Social media are the most advanced form of media which are supported by various online tools. Internet is the mother of all social media tools. Barnes [3] claims that social network sites (SNS) are web-enabled services that "allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system".

The number of social media is increasing with the passage of time. According to statistics website only Facebook users have become 1.87 billion [5]. Billions of social media users use different social websites for different purposes. That is why this new media can be a best option for spreading national culture to all over the world without visiting many other countries physically.

This is the connection between the people that are from different religions, ethnicity, colors, races, different environments, physical features, climate, and different countries from different continents. They have different way of livings and daily activities which they share with their international friends. They also know about the same activities from their dudes from other countries. In this way they use the network of social media to share their culture globally.

Culture is a broader term which is still being discussed to define in a precise way. When a group of people adopt some specific activities, habits, interests, religion, language, celebrations, way of talking, arguing in specific matters, commonly form a culture. Baligh [2] writes that there are many ways to describe and define culture and that one may conceive of culture and in terms of its parts and components and the two are related. Complexity still exists despite of numerous definitions of culture. But every researcher connects this term to people of a society. Norms and values of a group of people give shape to the culture.

It is also complex to differentiate between values and norms. Trompenaars and Hampden-Turner [6] also described while differentiating between values and norms saying that values touch feelings of good and evils of people, and the way people judge between right and wrong are concerned to norms.

National culture is a mixture of common sub cultures of a country which has some common aspects that are found in different subcultures of different states or regions within the same country and can be different from other countries of the world. It may differentiate some countries from others of the world or may be found somewhere in other country as a result of intercultural society.

Social media provide its users to interact with millions of people from hundreds of different cultural regions. Here they have no limit of conversation, sharing information and new knowledge which they haven't got before. Social media can be said as free media, where active users can express whatever they want without any regional, lingual, religious, racial, social and cultural barriers. From the point of view of Georgetown University [1], social media is a place where all its users are publishers as well as critics. Social media are also the largest platform where we can have more freedom of expression than any other form of conventional media. People from every walk of life are active users of Facebook, Twitter, You tube, VK so and so for. When they share their daily based happenings and other interesting activities at their workplace that reflect their culture clearly. Friends from other countries become familiar with the traditions, norms and values and way of living across the borders. This is how social media help to promote national culture around the world.

Social media networks are mostly used by young people and students who play an important role to spread one national culture from one country to another. Especially international students are the front liners in this badge. They promote their own country's culture where they belong as well as the country where they study. This practice of spreading intercultural and cross cultural colors can be categorized in two different forms.

When students migrate to a country for the purposes of higher education, they adopt the culture of host country as eating habits, clothing, sports, celebrations of different national events etc. All of these where they participate or have sight are shared on social media social media networks. Friends of these students from their native countries watch videos and photos from host countries. They get information from the culture of other countries by the help of different social media.

Students bring their local culture to the host countries and promote their culture through their daily practices and sharing with their foreign friends. At the time of their national and religious events, students organized functions and parties in their host countries. Studying in a foreign universities and colleges provides students a chance to engage with students from many other countries from different regions and climates of the world. These international students and friends also attend these parties and share visual and verbal information about other culture to their countries by social networks.

Social media are the miracle of internet technology which is the easier source of connection between people from other countries. This can be a best tool for the promotion of the national culture of a country worldwide without spending money. Active students who are active users of social media can play a key role to do this task very well.

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NEW TARGET GROUPS AND TOOLS IN BUSINESS AND SOCIAL COMMUNICATIONS

Abstract

The article describes the new target groups and communication methods and vehicles in the on-line business and social communications. Instead of the "X", "Y" and "Z" generations we focus on digital natives and digital immigrants. Digital natives are different because of neuroplasticity. They influence their parents with so called reserved socialization. Up-to-date communication is based on POE theory of integrated communications. "Traditional" web sites should be transformed into responsive sites with flat design. The article gives important basic rules and tools which companies and institutions should keep in mind for on-line communication.

Keywords: digital natives, digital immigrants, Web2, social media, content marketing, POE theory, New Folklore.

The business and social communication has changed dramatically in the last decade.

The major components of the changes are, as follow:

1. New groups have been join the target audiences;
2. The behavior and the media use of the "traditional" target audience changed;
3. New communications vehicles were developed and became widely used;
4. Therefore there are new tools in order to reach the target audience;
5. So, the results are: different messages, different wording – and different communications speed.

Let's see the changes in details!

Targeting. The generations of the last decades were labeled with characters: generations "X", "Y", "Z" and alfa. According to the mentioning the generation Y covers the youngsters born in 1985 -- 2000; the generation Z was born after 2000 to 2005; and the "alfa" generation was born after 2010.